

IDOE
Charter
School
Marketing

Power of Content Marketing

Bart Caylor, Caylor Solutions

MUST HAVES

Enrollment-focused **website**

Content that is user-focused and answers questions

Social media strategy that drives prospective students and parents to the website and content.



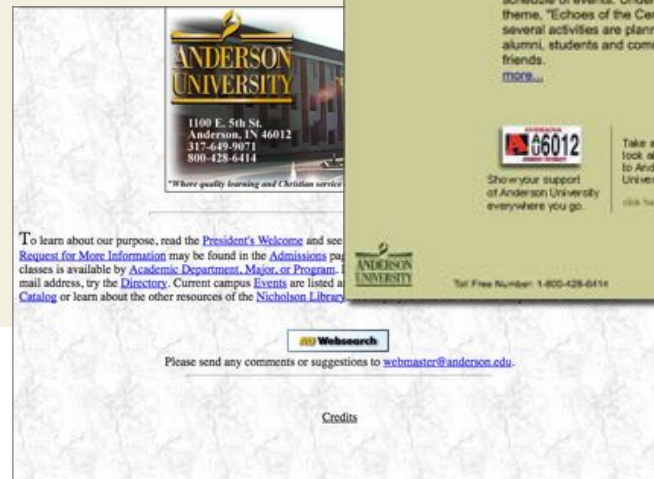
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1988



Education Websites

- Typically from IT Departments
- Anderson University – 1997-1998
- Chronicle Article 1999



Content (Blogging, Etc.)

- Mid 2000s
- Blogger
- Writing for the web



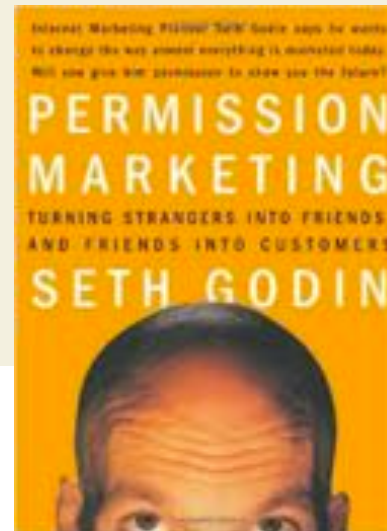
Social Media

- The Facebook - 2004 / 2006
- YouTube – 2005
- Twitter – 2006
- Instagram - 2010
- Snapchat - 2012

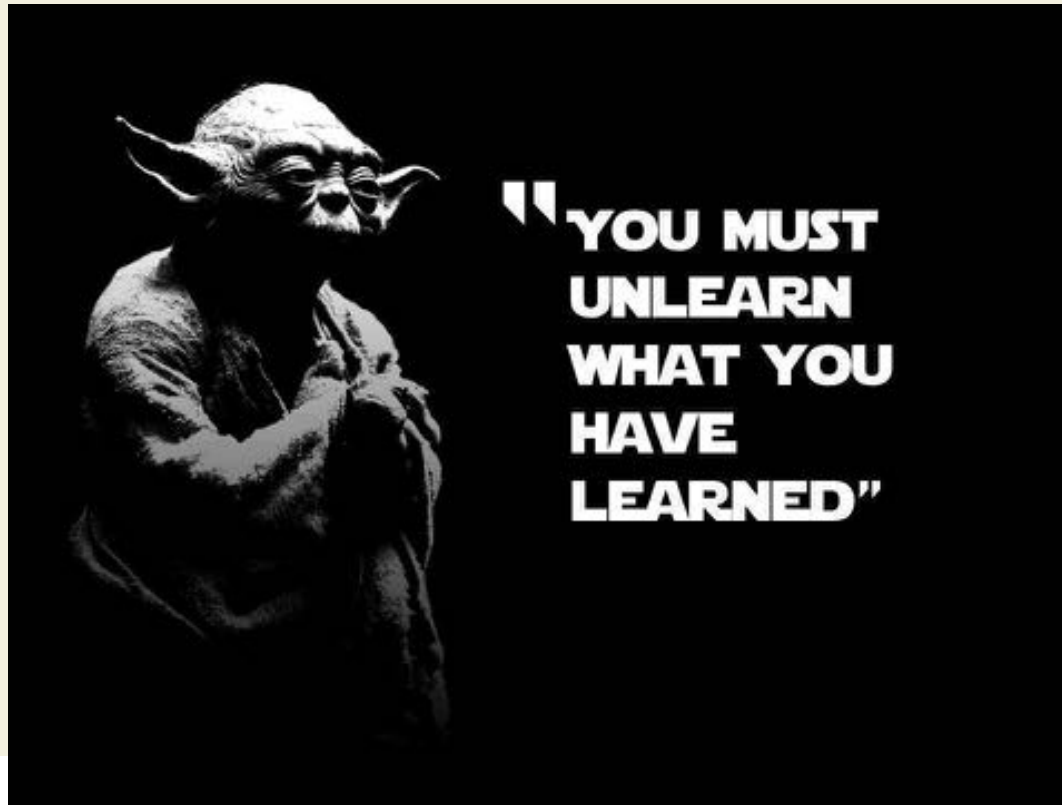


Inbound Marketing

- Late 2000s
- Hubspot
- 1999 *Permission Marketing* - Godin
- Gated Content



Dealing with Constant Change





The Power of Content

Content is King



- Content Rules All
- Your Marketing Success Depends on Content
- Websites, Social Media, Communications



+ Keeps Your Audience
Informed

Provides Fodder for
Search Engines to
Recognize and Rank You.

Delivers Your Message



+ Content Marketing is figuring out what prospects are interested in, creating information that meets those needs, and delivering to them in a timely, relevant, and valued way.


Content marketing
generates 3 times as
many leads as traditional
outbound marketing, but
costs 62% less. —
Hubspot, January 2015

Hubspot, *The Ultimate List of Marketing Statistics*, <http://www.hubspot.com/marketing-statistics>



Content marketing drives higher conversion rates than traditional marketing: 6X.

<http://content.kapost.com/Aberdeen-ContentChaos>



Success flows to
organizations
that inform, not
organizations
that promote.

Jay Baer, Utility



Content Comes in a Variety of Forms

Content Types

- Text
- Video
- Audio
- Images
- Interviews
- Polls
- Social Media Posts






Content doesn't just
happen. You must have a
plan and do the work.



Know Your Audience's Questions

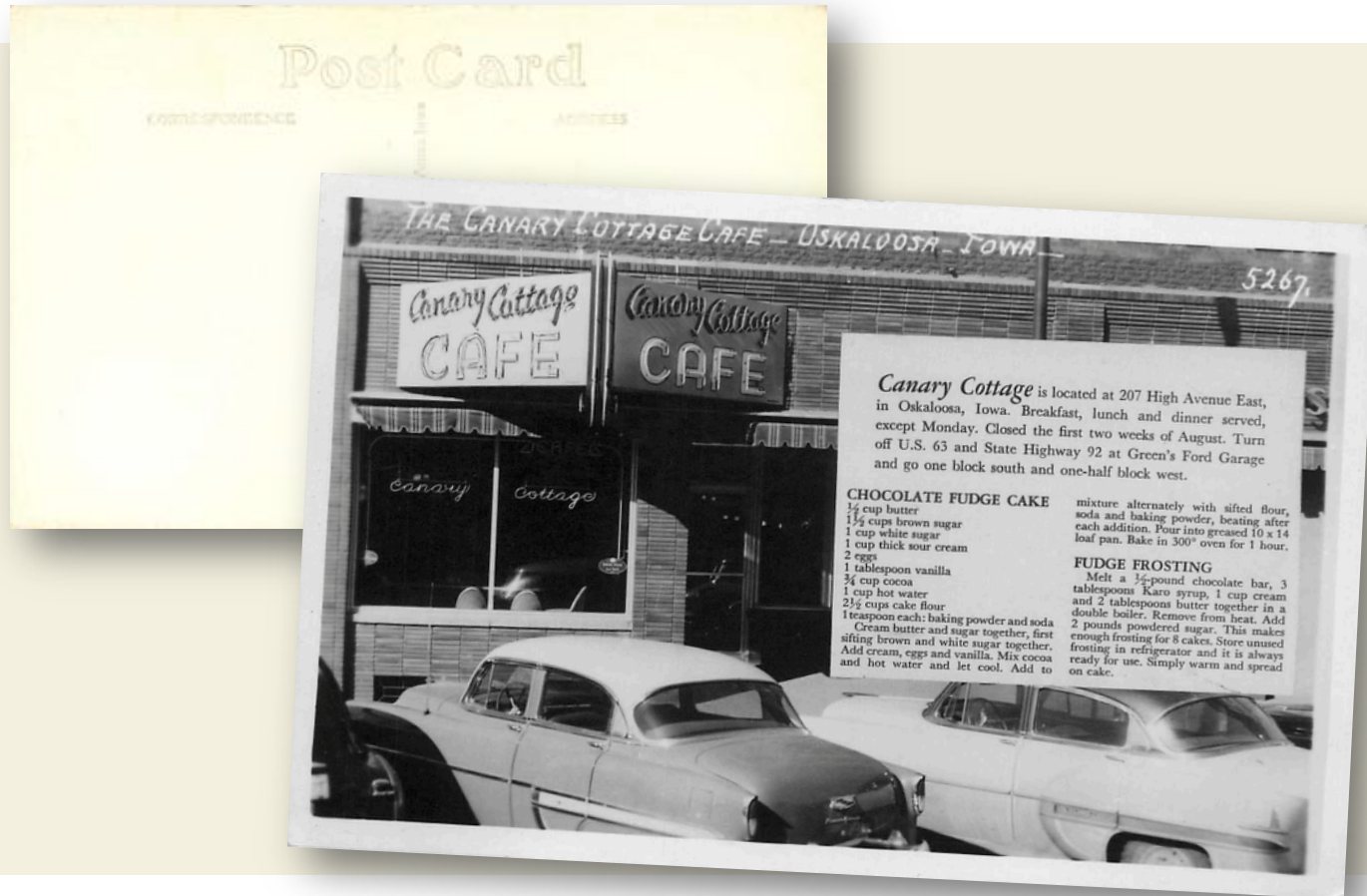
Provide the Answers





Most Effective Forms of Content For Education Marketers

Evergreen Content



Caylor**Solutions**

Blogging

Simple way to provide
answers to questions

Search engines LOVE blogs

Keyword Rich = Discovery

Call to Action



Gated Content

Blogging Calls to Action

More information for
permission to market

Ebooks, videos, special access

Email nurturing



Video

Popular way to consume content, especially for Millennials and Gen Z

More accessible than ever

Number of ways to use it

Testimonials, Day in the Life



Photos/Graphics

Tell the Story

Personalized Explanations

Infographics/Photos

Emotive and Immersive



Audio

Podcasts

Interviews/Testimonials

Spotify Playlists



Repurpose

Social Media

Syndication - Discovery

Newsletters

One format to the next

Call to Action



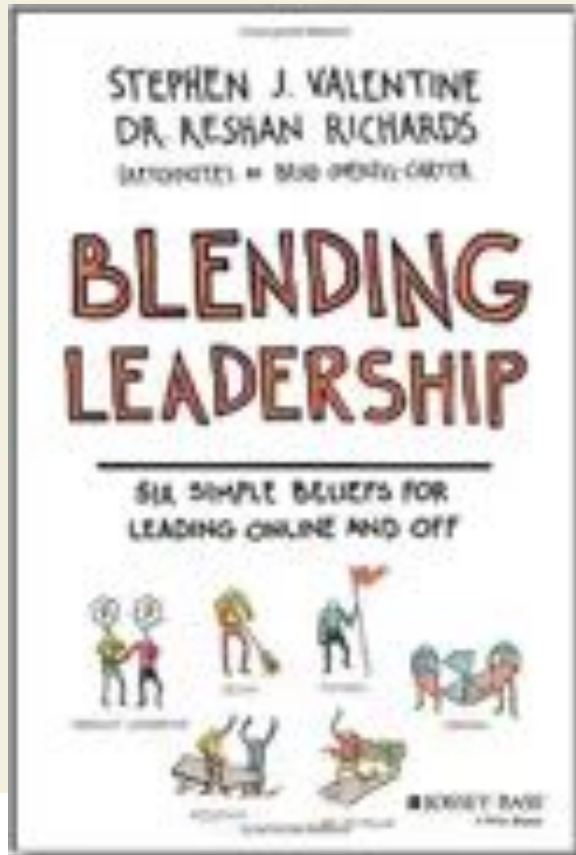


Content makes you and
your organization the
authority on whatever you
choose to publish.

Claim Your Authority

- Distinctives
- Subject Matter
- Location
- Methodology/Approach
- Individuals (Teachers, Principal, etc.)

Caylor Solutions



Is it any wonder, then, that spaces like Slack are being called the office of the future? As Scott Rosenberg points out in an article called "Shut Down Your Office, You Now Work in Slack," Slack, which has picked up millions of users (and millions of dollars in funding) in a rather short period of time, "almost demands a certain level of casual play" (Rosenberg, 2015). Slack's features (messaging, group conversations, attachments, API integrations) are not unique in the realm of productivity and communications platforms. What is unique is the way that Slack weaves these features together for seamless integration across multiple devices, providing appdock notifications when there is something to which users need to pay attention. Slack works for people because it meets them where they work and it supports them in working the way they would like to work, tying them to digital spaces they can park in their pockets rather than physical spaces where they have to park themselves.

Leaders set the conditions for work, monitor them, adjust them as needed, and promote change in them when needed. Blended leaders, always on the lookout for the point of highest impact and greatest leverage, realize that you have to cast your line where the fish are. They don't stubbornly fish in the same nook because that's where they have always fished. And they don't try to force the fish to return to the old nook in order to be caught.

College admissions provides a good example. If you were charged with "selling" a college to a prospective student body, you would assume that your greatest asset would be the campus itself—the manicured lawns, the student spaces, the ancient trees, the immaculate buildings, the modernized dorms, flying Frisbees, the lake next door. . . . Yet Caylor Solutions recently released a summary of some key points from a student survey conducted with users of Chegg, an online textbook provider, and Uversity, a higher education data and communications platform. Here's what they found: 79 percent of students "reported that they would drop a school from consideration" if their experience of the school on the school's website did not meet their standards. And, 97 percent of the students surveyed reported that they consumed these websites via mobile devices (Caylor, 2014).

In principle, admissions directors have the same job they have always had—to attract and admit the right students—but their tactics must shift, much like the tactics of the US military, detailed in our introduction, had to shift when the state of modern warfare shifted. The same goes for school teachers and school leaders. Reshan stopped writing this book in order to care for the writing space of this book. He redefined his role for a few days to best serve the larger goal of the team. Sometimes you have to disrupt the default; sometimes you have to work in a different way; sometimes you have to add a different hat to an already crowded head.

Some of this thinking came from an analogous experience Steve had while working with a communication and marketing professional who



Take Away:



- Prospective students want answers to questions about going to school, but unlike in days gone by, they want self-service for those answers before they take the next step.
- You and your school have those answers and need to provide them in the way that prospects need them in a timely, relevant and valuable way.
- You will gain authority by the content you create.
- To create that content, it takes planning and work.



Planning

1. Personas
2. Customer Journey
3. Content Inventory
4. Leadership Buy-in
5. Crawl, Walk, Run



Three Exercises

1. Think through ideas for content based upon what prospects want. What are the questions?
2. How can you create original content that answers those questions? What different ways can you edit that into different formats?
3. What resources do you need to create and manage content?



+ Question & Answers

The Power of Content Marketing



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